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INFO RUCNAFG/AFGHANISTAN COLLECTIVE PRIORITY  
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RUEHBUL/AMEMBASSY KABUL PRIORITY 0264  
RUEHNO/USMISSION USNATO PRIORITY 0991  
RUCNDT/USMISSION USUN NEW YORK PRIORITY 0552  
RUEHFR/USMISSION UNESCO PARIS PRIORITY  
RHMFISS/CDR USCENCOM PRIORITY  
RUEHBS/USEU BRUSSELS PRIORITY 0683

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STATE FOR SCA/A  
STATE PASS USAID

E.O. 12958: N/A

TAGS: [PGOV](#) [EAID](#) [PREL](#) [MOPS](#) [AF](#) [CA](#)

SUBJECT: CANADA TO MATCH PRIVATE DONATIONS FOR AFGHAN AID

REF: 08 OTTAWA 790

¶1. (U) The Canadian government on May 14 launched a pilot project to match individual online donations to aid organizations participating in Canada's reconstruction and development effort in Afghanistan. The 'Afghanistan Challenge' encourages individual Canadians to participate directly in government-NGO partnerships in Kandahar, while raising awareness of and perhaps bolstering support for the overall mission.

¶2. (U) Ottawa is partnering with four Canadian NGOs for the first, six month phase: CARE Canada, the Mennonite Economic Development Associates (MEDA), Rotary International, and World University Service Overseas (WUSC). The partnership focuses on Canadian Signature Projects in Kandahar that align with the Afghanistan National Development Strategy. In particular, the projects (1) provide vocational training scholarships for women, (2) furnish micro-loans to female entrepreneurs, and (3) support school construction. Canadian aid and NGO officials have set a goal of raising C\$500,000 from Canadians during the first stage. Pending review of the first phase, a second would commence in the fall of 2009 and continue through to 2011 (septel).

¶3. (U) Individual Canadians can donate funds to the project via [www.AfghanistanChallenge.ca](http://www.AfghanistanChallenge.ca) and are encouraged to use web-tools to engage other prospective donors through personal contact and social networking sites. They also can track the results of their contributions via the Afghanistan Challenge website.

Visit Canada's North American partnership community at <http://www.intelink.gov/communities/state/nap/>

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